



## **KC BizCare – Business Customer Service Center**

**DATE:** January 31, 2014  
**TO:** Richard Usher, Assistant City Manager for Small Business & Entrepreneurship  
**FROM:** John Pajor, KC BizCare  
**SUBJECT:** Monthly Report – December 2013

For the past three years the Economic Development Corporation (EDC) has conducted a survey of businesses in Kansas City, Missouri. The 2012 and 2013 surveys included the question, “Are you aware of any local business assistance programs?” (For example, there are KC BizCare, EDC, KCSOURCELINK, Justine Petersen, etc.). The responses for the first two years showed that few businesses were aware of business-support programs; however, the ones that used them found them helpful.

In an effort to inform the business community about the existing business assistance programs the EDC, City of Kansas City and KCSOURCELINK pooled resources to mail a letter to the approximately 15,500 registered businesses in the city.

The first third of the letters, which took the form of a thank you note signed by Mayor Sly James, City Manager Troy Schulte and EDC Executive Director Pete Fullerton, were mailed in early December 2013. The letters expressed gratitude to business owners for their investment and job creation in our community. The letters also included a description of services and contact information for KC BizCare, KCSOURCELINK and the EDC. The second mailing went out in January and the final third will be mailed in February.

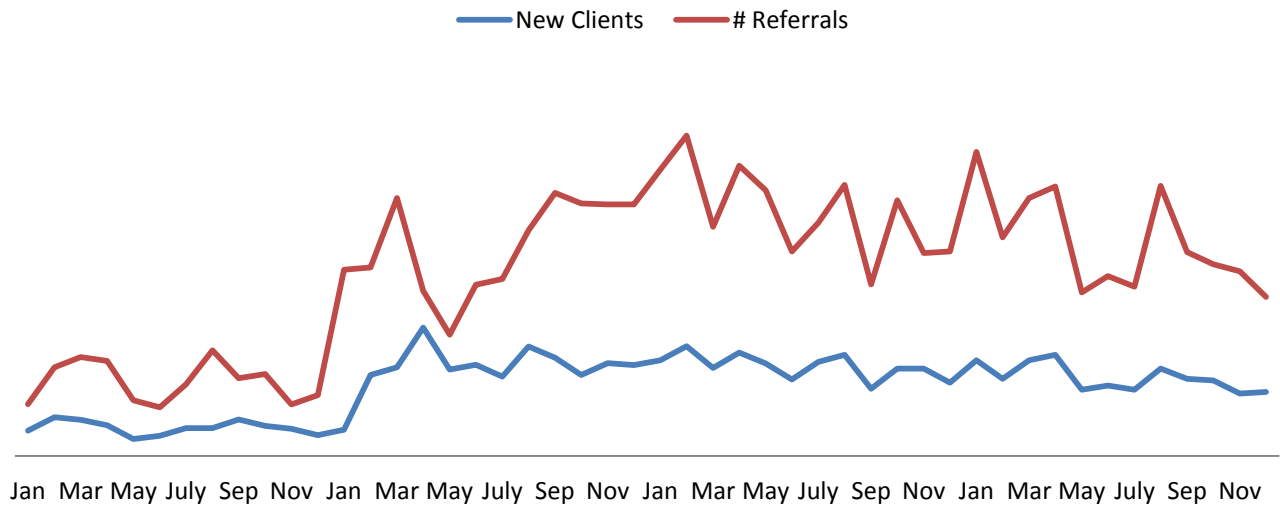
We would like to express our thanks to Katherine Carttar in the City Planning and Development Department for coordinating the outreach and to staff of the City Communications Office for the graphic design and editing of the letter. This sort of interdepartmental and inter-agency collaboration is a tremendous example of the partnerships that exist in Kansas City to support local businesses.

Networking Contacts		December 2013
Entity		Date
South Kansas City Chamber of Commerce		12/3/2013
Economic Development Corporation		12/4/2013
Public Works Downtown Street Closure		12/5/2013
KC Digital Drive		12/5/2013
Social Media Club of Kansas City		12/6/2013
Kauffman Foundation		12/11/2013
South Kansas City Chamber of Commerce		12/12/2013
Urban Summit		12/13/2013
Kauffman Foundation		12/18/2013
Justine Petersen		12/18/2013

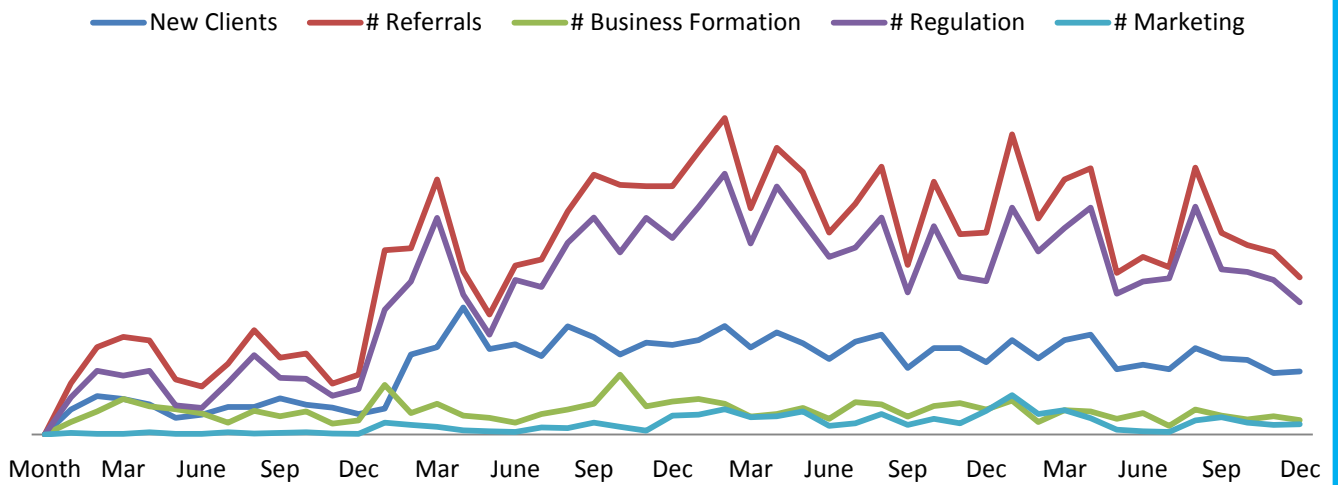
Month	New Clients	First Time in Business	%	Home-based Business	%
Aug-11	200	22	11.0%	77	38.5%
September	180	56	31.1%	56	31.1%
October	148	40	27.0%	47	31.8%
November	170	45	26.5%	45	26.5%
December	166	48	28.9%	41	24.7%
January	175	59	33.7%	55	31.4%
February	201	86	42.8%	72	35.8%
March	161	72	44.7%	61	37.9%
April	189	87	46.0%	70	37.0%
May	169	81	47.9%	62	36.7%
June	140	62	44.3%	55	39.3%
July	172	70	40.7%	50	29.1%
Aug-12	185	69	37.3%	54	29.2%
September	123	56	45.5%	39	31.7%
October	160	65	40.6%	52	32.5%
November	160	45	28.1%	41	25.6%
December	134	52	38.8%	31	23.1%
January	175	79	45.1%	65	37.1%
February	141	72	51.1%	48	34.0%
March	175	62	35.4%	65	37.1%
April	185	76	41.1%	65	35.1%
May	121	54	44.6%	43	35.5%
June	129	64	49.6%	52	40.3%
July	121	70	57.9%	45	37.2%
Aug-13	160	69	43.1%	56	35.0%
September	141	47	33.3%	59	41.8%
October	138	56	40.6%	52	37.7%
November	114	34	29.8%	33	28.9%
December	117	38	32.5%	36	30.8%
	4550	1736	38.2%	1527	33.6%

Referrals to City, State, Federal Departments & Resource Partners - December 2013		# of
Entity	Type of Referral	Referrals
<b>City Departments</b>		
Finance - Earnings Tax	Regulatory	1
Finance - Business Licensing	Regulatory	73
General Services - Procurement Services	Business Formation	1
Health - Food Protection	Regulatory	3
Mayor & City Council	Business Formation	1
Neighborhood & Community Services - Regulated Industries	Regulatory	2
Planning & Development - Contractor Licensing	Regulatory	2
Planning & Development - Development Management	Regulatory	2
Planning & Development - Home-based Business, IB # 117	Regulatory	36
Planning & Development - Inspections Division	Regulatory	1
Planning & Development - Investigations Division	Regulatory	1
Planning & Development - Permits Division	Regulatory	6
Planning & Development - Zoning Clearance	Regulatory	82
<b>State Departments</b>		
MO Department of Health & Senior Services	Regulatory	1
MO Department of Revenue	Regulatory	8
MO Secretary of State	Regulatory	16
<b>Federal Departments &amp; Agencies</b>		
IRS Small Business & Taxpayer Information	Regulatory	11
US Copyright Office	Business Formation	3
<b>Resource Partners</b>		
5008 Construction Incubator	Business Formation	2
Buy Black Empowerment Initiative	Business Formation	1
Economic Development Corporation	Business Formation	1
Entrepreneurial Legal Services Clinic - UMKC	Business Formation	5
H & R Block Business & Career Center	Business Formation	1
Internet Webpage	Business Form/Marketing	3
Justine Petersen Micro-lending Program	Business Formation	2
Kauffman Foundation	Business Formation	1
KBCC-A Kansas Black Chamber of Commerce	Business Form/Marketing	1
KCMO Community Development Entity	Business Formation	1
KCSOURCELink	Business Form/Marketing	5
Landlords Inc	Business Form/Marketing	1
Platte County Collector	Business Formation	1
Raytown Area Chamber of Commerce	Business Form/Marketing	1
SCORE of Kansas City	Business Formation	1
South Kansas City Chamber of Commerce	Business Form/Marketing	1
Southtown Brookside Waldo Council	Business Form/Marketing	2
Thinking Bigger Guide	Business Form/Marketing	5
UMKC Small Business & Technology Center	Business Formation	6
<b>Total Referrals:</b>		<b>291</b>

### New Clients and Referrals by Month 2010 - 2013



### Type of Customer Assistance



<b>Active Clients June 2009 - Dec 2010</b>	<b>471</b>	<b>542</b>	<b>608</b>	<b>664</b>	<b>695</b>	<b>732</b>	<b>783</b>	<b>850</b>	<b>905</b>	<b>955</b>	<b>993</b>	<b>1041</b>
<b>Month of 2010</b>	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	95	162	181	174	102	89	131	193	142	150	94	111
Number assisted w ith business formation	23	43	66	52	47	39	22	44	34	43	20	26
Number assisted w ith regulatory/licensing	69	118	109	118	54	49	96	147	105	103	72	84
Number assisted w ith marketing	3	1	1	4	1	1	4	2	3	4	2	1
% of w alk-ins assisted w ithin 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails w ithin 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up w ithin 3 weeks	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Number of netw orking events	9	9	3	8	6	5	5	5	6	7	7	4
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

<b>Active Clients Jan 2011 - Dec 2011</b>	<b>1189</b>	<b>1351</b>	<b>1586</b>	<b>1744</b>	<b>1871</b>	<b>2022</b>	<b>2117</b>	<b>2317</b>	<b>2497</b>	<b>2645</b>	<b>2815</b>	<b>2981</b>
<b>Month of 2011</b>	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Number of referrals	341	345	472	302	222	313	324	413	481	462	460	460
Number assisted w ith business formation	92	40	57	35	31	22	38	46	57	111	52	61
Number assisted w ith regulatory/licensing	231	283	401	259	185	286	273	355	402	290	401	364
Number assisted w ith marketing	22	18	14	8	6	5	13	12	22	14	7	35
% of w alk-ins assisted w ithin 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails w ithin 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of clients follow -up w ithin 3 weeks	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	100%	100%
Number of netw orking events	7	4	9	2	6	7	9	13	9	10	13	10
Average satisfaction rate YTD	10	10	10	10	10	10	10	10	10	10	10	10

<b>Active Clients Jan 2012 - Dec 2012</b>	<b>3156</b>	<b>3357</b>	<b>3518</b>	<b>3707</b>	<b>3876</b>	<b>4016</b>	<b>4188</b>	<b>4370</b>	<b>4493</b>	<b>4653</b>	<b>4813</b>	<b>4947</b>
<b>Month of 2012</b>	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Number of referrals	524	586	419	531	486	374	427	496	314	468	371	374
Number assisted w ith business formation	66	57	33	38	49	29	60	56	33	53	58	46
Number assisted w ith regulatory/licensing	421	483	354	459	394	329	346	402	263	386	292	284
Number assisted w ith marketing	37	47	32	34	43	16	21	38	18	29	21	44
% of w alk-ins assisted w ithin 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails w ithin 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Number of netw orking events	4	20	18	8	11	16	7	11	7	8	14	7

<b>Active Clients Jan 2013 - Dec 2013</b>	<b>5122</b>	<b>5263</b>	<b>5438</b>	<b>5623</b>	<b>5744</b>	<b>5873</b>	<b>5994</b>	<b>6154</b>	<b>6295</b>	<b>6433</b>	<b>6547</b>	<b>6664</b>
<b>Month of 2013</b>	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Number of referrals	556	400	472	493	299	329	310	494	373	351	338	291
Number assisted with business formation	63	23	45	43	29	40	16	46	35	28	34	27
Number assisted with regulatory/licensing	420	339	382	420	261	283	289	422	306	301	286	245
Number assisted with marketing	73	38	45	30	9	6	5	26	32	28	18	19
% of walk-ins assisted within 10 minutes	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
% of emails/voicemails within 4 hours	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Number of networking events	10	10	7	17	11	11	13	8	10	15	16	10

